

DBT-002

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IN THE SPECIFICATION:

Please amend the Specification as follows:

Page 11, second paragraph, starting on line 14:

FIG. 3 is a high level block diagram of the preferred architecture for the advertising module 210 of the present invention that resides on the advertising server 42. The advertising module 210 provides the key advertising display, end-user navigation and usage reporting functions of the invention. The advertising module 210 includes a communications interface 214 that allows the advertising module 210 to interact with a hosting application such as an HTML document. A graphical user interface 211 enables the advertising module to read an image file 212 and to display a banner image 235 to the consumer end-user on the screen of an end-user computer 14. The communications interface 214 also provides notification to the advertising module 210 from the hosting HTML document or application 220 of any consumer end-user actions upon the displayed banner image 235 (as illustrated in FIGS. 5A and 7A), i.e., clicking or similar events. When an end-user clicks on a displayed banner image 235 of the present invention, the method of the present invention will cause the advertising module to read the data from the hotlink script 213 which contains the set of hotlink navigation options, specified by the advertiser when the advertising module was created.